



■ Children's Hospital of New Jersey  
■ at Newark Beth Israel Medical Center  
*An affiliate of the Saint Barnabas Health Care System*



Schering-Plough



THE Children's  
Health FUND

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CHILDREN'S HOSPITAL OF NEW JERSEY AT NEWARK BETH ISRAEL MEDICAL CENTER ■ 201 LYONS AVENUE ■ NEWARK, NEW JERSEY 07112 ■ 973.926.4000

SCHERING-PLOUGH CORPORATION \* ONE GIRALDA FARMS \* MADISON, NEW JERSEY 07940 \* 973.822.7000

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**THE CHILDREN'S HEALTH FUND, SCHERING-PLOUGH AND  
CHILDREN'S HOSPITAL OF NEW JERSEY ANNOUNCE PARTNERSHIP  
FOR PEDIATRIC MOBILE MEDICAL UNIT**

**The New Jersey Children's Health Project Gives Children of Newark and  
Surrounding Areas Regular Access to Health Care**

**NEWARK, N.J., April 21, 1998** – A partnership of health care providers today announced a new means of providing dependable, high-quality health care to disadvantaged children of Newark, Elizabeth and the surrounding area. Called The New Jersey Children's Health Project, the centerpiece of the program is a state-of-the-art mobile medical van that brings a dedicated pediatric medical team to children who would not otherwise receive the care they need.

Today, Children's Hospital of New Jersey at Newark Beth Israel Medical Center, an affiliate of the Saint Barnabas Health Care System; The Children's Health Fund; and Schering-Plough Corporation unveiled the new mobile van. The project sponsors are working together to provide access to comprehensive pediatric medical care and to combat the particular health issues of the region's children, which include asthma, upper respiratory disorders, lead poisoning, delayed immunizations, ear infections, tuberculosis and nutritionally related anemia.

According to Ronald J. Del Mauro, president and CEO of the Saint Barnabas Health Care System, "This unique partnership has a distinct mission – to further our commitment to the

-more-

children of New Jersey by bringing the finest medical care directly to those in need. Our goal is to become their most reliable source for the highest quality health care.”

The 35-foot, bright blue mobile health van contains a nurse’s station, two full private treatment rooms, and two VCRs and monitors for patient education. The van’s interior is climate controlled and colorfully decorated to match the interior of Children’s Hospital of New Jersey.

#### New Jersey Statistics

An estimated five to six million children in the U.S. suffer from asthma. Since 1980, there has been a 57 percent increase in national asthma hospitalization rates for children younger than five years old. The New Jersey State Department of Health indicates that the number of asthma deaths in the state more than doubled from 63 in 1980 to 137 in 1990. Newark and Elizabeth have been especially hard hit in asthma cases and deaths, particularly among the predominantly poor and minority populations.

Essex and Union counties also show a large incidence of lead poisoning. In 1996, there were 711 reported cases among children in Newark, 137 in East Orange, 173 in Irvington and 50 in Elizabeth. The two counties also have exceptionally large numbers of children with ear infections, respiratory infections and nutritional and metabolic disorders.

“Schering-Plough provided the funding for the mobile unit as another way of demonstrating our commitment to the medically underserved people of New Jersey where we are headquartered and where many of our operations are,” said Richard Jay Kogan, president and chief executive officer. “We are keenly aware of the daily struggles faced by inner-city residents, especially the children of Newark and Elizabeth. Providing them with the very best medical services available anywhere is our way of helping ease their parents’ worries. In the case of asthma and other diseases, children’s lives can be saved and enhanced if proper treatment and preventive steps are taken.”

"The types of chronic health problems that inner-city children face require ongoing care, a 'medical home,'" said Dr. Irwin Redlener, president of The Children's Health Fund. "Yet, these are the very children who often do not have access to treatment for a variety of reasons. Now, the project will provide these children with the quality care they would not otherwise receive."

Children's Hospital of New Jersey at Newark Beth Israel Medical Center, an affiliate of the Saint Barnabas Health Care System, is the state's premier hospital caring for children. With specialized services that include a licensed pediatric cardiac surgery program, the Valerie Fund Children's Center for Cancer and Blood Disorders, a state-designated regional perinatal center, a pediatric emergency department and pediatric intensive care, the hospital is uniquely qualified to treat ill and injured children from newborn to adolescent years. Children's Hospital of New Jersey takes part in major teaching affiliations with Mount Sinai School of Medicine, New York; St. George's University School of Medicine; and the New York College of Osteopathic Medicine.

The Children's Health Fund initiates and supports pediatric programs designed to meet the complex health care needs of medically underserved, homeless and indigent children. Now in its eleventh year of operation, The Children's Health Fund was established by pediatrician/child advocate Irwin Redlener, M.D., and singer/composer Paul Simon.

Schering-Plough Corporation is a research-based pharmaceutical and health care products company headquartered in Madison, N.J. Schering Laboratories is the U.S. pharmaceutical business unit and Schering-Plough Foundation is the philanthropic arm of the parent company. Today, company scientists continue to pursue new and more effective agents to prevent or block effects of the body's allergic and immunological responses. In the disease management area, the company has developed comprehensive intervention programs to manage the coverage, quality and costs of disease treatments in asthma, rhinitis, angina, hepatitis and prostate cancer.

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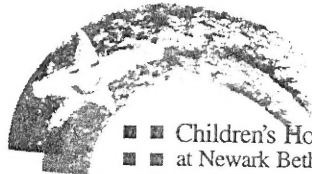
# The New Jersey Children's Health Project



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## DEDICATION CEREMONY

TUESDAY, APRIL 21, 1998

### PROGRAM

WELCOME

RONALD J. DEL MAURO  
PRESIDENT AND CHIEF EXECUTIVE OFFICER  
SAINT BARNABAS HEALTH CARE SYSTEM

"WHEELS ON THE VAN" CHILDREN FROM THE UNIFIED VAILSBURG  
CHILD CARE CENTER

REMARKS

MR. DEL MAURO

IRWIN REDLENER, M.D.  
PRESIDENT  
THE CHILDREN'S HEALTH FUND

RICHARD J. KOGAN  
PRESIDENT AND CHIEF EXECUTIVE OFFICER  
SCHERING-PLOUGH CORPORATION

THE HONORABLE SHARPE JAMES  
MAYOR OF NEWARK

UNVEILING OF MOBILE VAN

REFRESHMENTS AND TOUR OF VAN

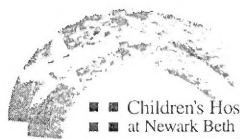
# NEW JERSEY ASTHMA INCIDENCE

## Essex and Union County Populations

### SOURCES:

1990 Census population data from Congressional Districts of the 103rd Congress for the State of New Jersey.  
Hospital discharge data is from SMG Research database of all Hospitals in New Jersey:

	<u>Total Pop.</u>	<u>Under 5 yrs.</u>	<u>Under 16 yrs.</u>	<u>Over 17 yrs.</u>
STATE	7,730,168	532,637	1,602,398	5,595,133
<u>Essex County Population</u>	778,206	54,671	167,093	556,442
10.07% = % of state population				
Newark Population	169,368	14,140	44,289	
Newark represents 2.19% of the State of New Jersey population, but accounts for 9.56% of hospital discharges associated with asthma based on ICD-9 codes.				
<u>Union County Population</u>	493,819	32,421	310,187	151,211
6.39% = % of state population				
Elizabeth Population	110,002	8,406	67,277	34,319
Elizabeth represents 1.42% of the State of New Jersey population, but accounts for 3.33% of hospital discharges associated with asthma based on ICD-9 codes.				



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## Is There an Association between Asthma and Allergy?

Research over the last 10 years has explored a potential association between allergic rhinitis and asthma in both adults and children. According to the Asthma and Allergy Foundation, Washington, D.C., 90 percent of children, 70 percent of young adults, and 50 percent of older adults who have asthma also suffer from allergies.

Practicing physicians and clinical investigators have long noted a relationship between the onset of allergic rhinitis and asthma, with rhinitis frequently preceding the development of asthma. Studies suggest that upper airway dysfunction (rhinitis) may be a predictive factor for subsequent development of lower airway disease (asthma). In addition, more and more evidence associates airborne allergens with asthma.

### Evidence for Coexistence

- A large number of cross-sectional studies have demonstrated that rhinitis and asthma commonly occur together. As many as 19 to 38 percent of patients with allergic rhinitis may have asthma, much more than the 3 to 5 percent prevalence among the general population.
- Asthma and allergy are the most frequently reported pair of chronic illnesses in children under age 18.
- Asthma occurs three to five times more frequently in those with seasonal allergies than in those with non-allergic rhinitis.
- Children exposed to high levels of dust mites – a common household allergen – by one year of age run a nearly fivefold risk of subsequently becoming asthmatic.

### Clues to Co-existence

- The most common indoor allergens that trigger asthma are dust mites, mold, animal dander and cockroaches. Other common triggers include cigarette smoke, cold air, exercise, respiratory infections, and stress.

- Levels of exposure, sensitization and asthma severity are inextricably linked. The more children are sensitized to indoor allergens such as dust mites, the more likely they will be asthmatic.
- An allergic association with asthma is more likely when any of the following factors are present:
  - There is sensitivity to inhaled allergens  
Allergens include those implicated in seasonal rhinitis (pollen and mold) and those implicated in perennial rhinitis (cockroaches, dust mites, animal dander).
  - The patient is young.  
The chances that asthma and allergic rhinitis coexist are inversely related to age. Data indicate that 80 percent of asthmatic youngsters and only 40 percent of asthmatic adults are allergic.
  - There is a family history.  
Diseases such as allergic rhinitis, asthma and eczema often cluster in families.

### **Lifestyle and Environmental Impact**

- Changes in lifestyle leading to greater inactivity and increased exposure to indoor allergens contributes to the dramatic increase in asthma in Western society. By controlling lifestyle and environmental factors within the home and especially the bedroom, many symptoms can be relieved or at least reduced
- Studies suggest that there is a window of time in early childhood when inhaled allergens can be recognized and processed. Avoidance of specific allergens during this early developmental stage could reduce allergic sensitivity

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RONALD J. DEL MAURO  
President and Chief Executive Officer  
Saint Barnabas Health Care System

## ABOUT CHILDREN'S HOSPITAL OF NEW JERSEY AT NEWARK BETH ISRAEL MEDICAL CENTER

Children's Hospital of New Jersey at Newark Beth Israel Medical Center is the state's premier hospital caring for children, with specialized services to treat ill and injured children from newborn to adolescent years as well as preventive programs that promote wellness in the community. Children's Hospital of New Jersey is an affiliate of the Saint Barnabas Health Care System, the largest integrated health care delivery system in the state.

As a hospital devoted only to children, Children's Hospital of New Jersey recognizes that the special needs of children and their families extend far beyond clinical interventions. The facility provides an atmosphere of caring and warmth that complements the extraordinary medical care that is delivered by medical and surgical specialists who are all dedicated exclusively to children's health. Among the hospital's comprehensive inpatient and outpatient pediatric services are the Children's Cardiac Center, which provides comprehensive cardiac care for children including a licensed cardiac surgery program, interventional cardiology, and pediatric anesthesiology; state-designated regional perinatal center, pediatric intensive care unit, pediatric emergency department, Neonatal Sudden Infant Death Syndrome (SIDS)/Apnea Center, Valerie Fund Children's Center for Cancer and Blood Disorders, Knights of Pythias Cystic Fibrosis program, neonatal ICU with New Jersey's only pediatric ECMO unit, HIV/AIDS treatment for children, a sexual and child abuse program, and a Spina Bifida Program. These services are enhanced by the relationships that Children's Hospital of New Jersey has established with other prestigious institutions including an academic affiliation with the teaching program at Mount Sinai School of Medicine, New York, and the pediatric cardiac surgery program at Children's Hospital of Philadelphia. Care for children also extends beyond the hospital's walls into the community, where established outreach programs target issues affecting families including child abuse and literacy.

In 1998 Children's Hospital of New Jersey will continue to build on this strong foundation with the opening of a new pediatric cardiac catheterization laboratory. The hospital will also embark on an ambitious expansion plan that includes expanded NICU and maternity unit, two pediatric floors that are split by age groups, expanded child life therapy programs, increased play space for children, and sleeping quarters and meditation areas for parents.







Schering-Plough

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## Schering-Plough Profile

Schering-Plough Corporation is a worldwide, research-based enterprise with leading prescription and over-the-counter (OTC) pharmaceuticals and personal care products. The company, based in Madison, N.J., has some 22,700 employees and markets products in more than 125 countries. Worldwide sales in 1997 totaled \$6.8 billion.

Prescription pharmaceuticals and animal health products are manufactured and marketed through the Schering-Plough Pharmaceuticals operating unit. The company also manufactures and markets a broad range of OTC pharmaceutical products and leading sun care and foot care products through its Schering-Plough HealthCare Products unit.

Pharmaceutical research and development efforts are strategically directed to allergic and inflammatory disorders, infectious diseases, oncology, central nervous system disorders and cardiovascular therapies. R&D expenditures totaled \$847 million in 1997 and are expected to approach \$1 billion in 1998.

Schering-Plough Foundation is a non-profit philanthropic organization sponsored by Schering-Plough Corporation.

### Schering-Plough Research Institute

Drug discovery and development efforts are conducted by the Schering-Plough Research Institute. With its New Jersey laboratories and DNAX Research Institute and Canji, Inc. in California, the company has been a pioneer in immunology and biotechnology research and gene therapy. This research has produced INTRON<sup>®</sup> A (interferon alfa-2b), marketed in 82 countries for 16 major antiviral and anticancer indications. INTRON A has been approved in the United States for six indications, including chronic hepatitis B, chronic hepatitis C and as an adjuvant in treating malignant melanoma. In 1993, Schering-Plough completed a \$300 million Drug Discovery Facility in Kenilworth, N.J. In February 1996, the company completed the acquisition of Canji, Inc., a leading gene therapy company. Worldwide, the company has some 2,700 scientists and researchers.

### Schering-Plough Pharmaceuticals

Employing state-of-the-art manufacturing and stringent quality-control techniques, Schering-Plough Pharmaceuticals manufactures and markets prescription pharmaceuticals under its Schering Laboratories, Key Pharmaceuticals, Kenilworth Pharmaceuticals and Warrick Pharmaceuticals labels.

Major therapeutic categories include: allergy/respiratory products, anti-infectives/anticancer agents, cardiovasculars and dermatologicals. Among the largest-selling products are the CLARITIN<sup>®</sup> line of nonsedating antihistamines and INTRON A, an anticancer/antiviral agent. Other leading products include NASONEX<sup>®</sup> nasal spray for allergic rhinitis, VANCENASE<sup>®</sup> AQ 84 mcg nasal steroid for allergies, and VANCERIL<sup>®</sup>, an orally inhaled steroid for asthma. In addition, a broad range of animal health products are manufactured and marketed. On June 30, 1997, the company completed the acquisition of the Mallinckrodt animal health business.

Schering Laboratories is the U.S. pharmaceutical business unit of Schering-Plough Pharmaceuticals. Key Pharmaceuticals is a U.S. pharmaceutical marketing unit of Schering Laboratories.

### Schering-Plough HealthCare Products

Capitalizing on the reputation of such popular brand names as DR. SCHOLL'S<sup>®</sup>, COPPERTONE<sup>®</sup>, AFRIN<sup>®</sup>, DRIXORAL<sup>®</sup>, TINACTIN<sup>®</sup> and CORRECTOL<sup>®</sup>, Schering-Plough is building on its position as a leading manufacturer and marketer of foot care, sun care and OTC pharmaceutical products. Schering-Plough is the nation's premier company in switching prescription products to OTC status, having gained regulatory approvals for eight products to date.

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## **ALLERGY AND ASTHMA CARE LEADER SCHERING-PLOUGH DEMONSTRATES SUPPORT FOR "AMERICA'S PROMISE" INITIATIVE**

In 1997, Schering-Plough Corporation committed more than \$15 million to help combat childhood asthma and allergy, potentially deadly respiratory ailments afflicting millions of America's children. In doing so, the Company continues to demonstrate its support for the national initiative, "America's Promise: The Alliance for Youth," a key component of the President's Summit for America's Future to the country's children.

All Schering-Plough programs comprising this broad strategic commitment are designed to help educate children and their parents to manage asthma and allergies. This broad-based initiative seeks to help health care providers improve outcomes for those children diagnosed with asthma and allergic conditions. The NIH guidelines, developed by the National Heart Lung Blood Institute (NHLBI), serve as pillars for all of the Company's educational efforts.

Schering-Plough, which initially committed \$2 million over three years to the problem of children's asthma and allergies, has expanded its treatment, health management and education efforts against these respiratory diseases into more than a dozen complementary initiatives.

The pivotal initiatives of Schering-Plough's commitment include:

### **The Children's Health Fund**

To treat childhood asthma and such associated conditions as allergy in inner-city neighborhoods, The Children's Health Fund, a non-profit pediatric primary care organization, and Schering-Plough recently launched a program, estimated at more than \$1 million in the first year.

Schering Laboratories, the Company's U.S. pharmaceutical business unit, is helping support a permanent treatment center in New York's South Bronx that will provide primary care with a special asthma focus. In addition, working with The Children's Health Fund and Children's Hospital of New Jersey at Newark Beth Israel Medical Center, the Schering-Plough Foundation is funding a dedicated mobile medical unit for children in Newark and Elizabeth, N.J., and the surrounding Union County area.

By teaming with these organizations to provide pediatric care in selected inner-city neighborhoods, the Company is helping extend the reach of asthma and allergy products and health management services provided by mobile vans to some 16 cities nationwide, including New York and Newark.

## **American Lung Association**

In November 1997, the American Lung Association (ALA) and Key Pharmaceuticals, a U.S. marketing unit of Schering-Plough, announced a \$1 million, three-year national corporate sponsorship of the school-based asthma education program, "Open Airways for Schools." Through this program, school nurses and others educate thousands of children to manage their asthma. It teaches children, ages 8-11, how to detect the warning signs of asthma, including the environmental factors that can trigger an attack. The program also informs students of the actions they must take to help prevent an asthma attack, and empowers them to better manage their asthma with the assistance of parents, teachers and school nurses. The Company is funding the training of asthma educators to provide educational services and "Open Airways" programs to an additional 5,000 schools nationwide.

## **American College of Allergy & Immunology (ACAAI)/PTA Program**

Schering Laboratories is providing support for the ACAAI Children Allergy Awareness Program, a parent/child educational program on pediatric allergies offered by ACAAI and locally implemented by school PTAs. Its purpose is to educate parents and children about pediatric allergies through local PTAs by using ACAAI's comprehensive program. It conveys the importance to parents of consulting a physician, rather than self-medication, and helps children understand the various forms of allergies, how they are diagnosed and treated, and how to prevent symptoms.

## **"Will to Win" Asthma Athlete Scholarship Program**

To honor and reward the athletic and academic achievements of high school seniors with asthma, the Company's "Will to Win" program demonstrates to young people that, properly treated and managed, asthma need not be a limitation to reaching goals and achieving dreams. Since its inception in 1984, the Schering and Key program has provided college scholarships to high school athletes with asthma who have achieved outstanding grades. The 1997 competition drew approximately 4,000 completed applications. To date, the Company has recognized and rewarded 130 individuals with scholarship grants amounting to nearly \$500,000.

Schering-Plough Corporation is a research-based company engaged in the discovery, development, manufacturing and marketing of pharmaceutical and health care products worldwide. Schering Laboratories is the U.S. pharmaceutical business unit of Schering-Plough, and Key Pharmaceuticals is a U.S. pharmaceutical marketing unit of Schering Laboratories. Schering-Plough Foundation is a non-profit philanthropic organization sponsored by Schering-Plough.

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## MISSION STATEMENT

The Children's Health Fund is committed to providing health care to the nation's most medically underserved children through the development and support of innovative primary care medical programs and the promotion of guaranteed access to appropriate health care for all children.

The Fund works specifically to:

- ◆ Ensure support of its flagship pediatric programs for homeless and other medically underserved children in New York City;
- ◆ Develop and support a national network of pediatric programs in some of the nation's most disadvantaged rural and urban communities;
- ◆ Advocate for policies and programs which will ensure access to medical homes that provide comprehensive and continuous health care for all children; and
- ◆ Educate health professionals, policy makers and the general public about the needs and barriers to health care experienced by disadvantaged children.

2/7/97